

INDUSTRY VOLUME INCREASED, PRIMARILY DUE TO LORILLARD PREMIUM VOLUME. PM REMAINED ABOVE FORECAST, WHILE THE OTHER COMPETITORS WERE NEAR PROJECTED LEVELS.

**WEEKLY VOLUME
8/26 VS. 8/19**

	<u>8/26/94</u>	<u>8/19/94</u>	<u>8/12/94</u>	<u>DIFF VS. PREV. WEEK</u>	<u>% CHANGE</u>
INDUSTRY	9,732	9,643	9,919	89	0.9%
PM	4,324	4,386	4,525	(62)	-1.4%
RJ REYNOLDS	2,537	2,574	2,621	(37)	-1.4%
B & W	1,107	1,093	1,142	14	1.3%
LORILLARD	857	711	738	146	20.5%
AMERICAN	736	687	679	49	7.1%
LIGGETT	169	190	213	(21)	-11.2%

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MFR CHANGES 8/26 VS 8/19